SHEET NO. 1

WCAU DAILY PROGRAM SHEET

DAY FRIDAY DATE APRIL 7,1950

TYPE	TIME	STUDIO	PROGRAM	STUDIO TECH.	ANNOUNCER	STAND BY OR CALL LETTERS
			FERGUSON-MORNING MANAGER			
LSA	5.15	H	Opening ann time-Star Spangled Banner	Tindel	Hart	
LSR	5.17	H	Music in the Morning	Tindel	Hart	525
LST	5.25	H	News (LSA Coverage)	Tindel	Hart	530
LSR	5.30	H	Music in the Morning	Tindel	Hart	600-615
LST	6.15	H	Rural Digest ET Theme-Open	Tindel	Hart	
LCT	6.25	H	Airway News & Views(*Campbell) ET Theme-close	Tindel	Hart	
LCET	6.30	H	Bell Ans #2 *Bell & CL	Tindel	Hart	
LCR	6.31	T	John Trent LCA Geo.Washington Coffee *Amer.Home LCA *Drackett Co. LCA *Olson Rug	Joffe Prods.	Trent	
LCET	6.58:30	R	Feature Ann. Surf #4 *Lever	Tindel	Thomas	
LSA	6.59:30	R	Pgm.Ann.	Tindel	Thomas	
LSA	7.00$	R	Call Letters	Tindel	Thomas	
LCT	7.00	R	News (Almond Joy *Peter Paul)	Tindel	Hart	710
LCT	7.10	T	Weather Report (*Lehigh Navigation Coal) ET Theme-Open & close	Joffe	Thomas	715
LCR	7.15	R	Bugle Call with Hal Moore LCET Nervine #10 *Miles Lab. LCET Fitch #1 *Groves LCET Cuticura #12 *Potter Chem. LCET *Household #7-live tie in LCET *Bell Telphone #17 LCET Poetry Book #3 *Walker	Tindel	Moore	
LSA	7.45	SBC	Easter Seals & CL	SBC	Hart	
LCT	7.45	T	John Raleigh (*H&P)	Joffe	Thomas	
LSA	8.00	SBC	Pgm.Ann. & CL	SBC	Hart	
LCR	8.00	R	Bugle Call with Hal Moore LCET Fab #4 *Colgate LCET Cuticura Liquid #4 *Potter Chem. LCET Ajax #2 *Colgate LCET Birdseye #20-live open & close *Gen.Foods LCET Ladies Home Journal #4 *Curtis LCET *Fred Fear #2 LCET "Riding High" #2-live tie in *Paramount LCET Tenderleaf #3 *Standard Brands LCET Lustre #8 *Colgate LCET Cavalier #2 *R.J.Reynolds	Tindel	Moore	
LSA	8.55	SBC	Call Letters	SBC	Hart	
LCT	8.55	T	News(Pertussin *Seeck & Kade)	Joffe	Shaw	
LSA	9.00	SBC	Pgm.Ann. & CL	SBC	Hart	

SHEET No. 2

WCAU DAILY PROGRAM SHEET

DAY FRIDAY DATE APRIL 7, 1950

TYPE	TIME	STUDIO	PROGRAM	STUDIO TECH.	ANNOUNCER	STAND BY OR CALL LETTERS
LCETD	9.00	D	Cinderella Weekend #560 *Mrs. Grass Noodle Soup Cracking Good Saltines *Carr Bromo Quinine *Groves LCA Bond Bread-ET Jingle #8-A *Gen. Baking	Johnson	Crane	
LSA	9.30	SBC	Trash Collection & CL	SBC	Thomas	
LC-LCR	9.30	T	Hold the Phone LCET *Stanback #105 LCET Surf #5 *Lever LCET Blue Bonnet #1 *Standard Brands LCET Chase & Sanborn #2 *Standard Brands LCET Ivory #3 *P&G	Joffe	Hart	
LSA	10.00	SBC	Weather Report & CL	SBC	Crane	
RCLC	10.00	Lits	Lit's Have Fun (*Lit Bros.)	McCabe	Ferguson	
LCA	10.15	SBC	Ideal *Wilson & LSA Pgm. Ann. & CL	SBC	Hart	
LCT	10.15	F	Asco Rings Your Bell (*Amer. Stores) ET Closing Theme	Kane (955	Thomas	
CC	10.15	N	ARTHUR GODFREY (*Wildroot) WCAU NOT TAKING-PUMP RECORDING ROOM TO 10:30 AM	Johnson cut		
LCAET	10.30	H	LaFrance #1 *Gen. Foods & LSA Pgm. Ann. & CL	Joffe	Crane	
CC	10.30	N	ARTHUR GODFREY (*Gold Seal)			Hart
LCAET	10.45	H	*SOS #1 & CL	Joffe	Hart	
CC	10.45	N	ARTHUR GODFREY (*Nat'l Biscuit)			Crane
LCAET	11.00	H	Yankee Maid #1 *B.S. Pincus & CL	Joffe	Crane	
CC	11.00	N	ARTHUR GODFREY (*Liggett & Myers)			Thomas
LCA	11.30	SBC	Tip Top *Ward Baking & LSA Pgm. Ann. & CL	SBC	Thomas	
LCT	11.30	R	For Women Only ET Theme-Open & close *Celanese *Mrs. Schlorers *Bon Ami	Kane	Hart	
LCA	11.45	SBC	*Abbotts & LSA Savings Bonds & CL	SBC	Thomas	
CC	11.45	N	ROSEMARY (*P&G)			Hart
LCAET	12.00	H	"Yellow Cab Man" #5-live tie in *MGM & CL	Kane	Hart	
CC	12.00	N	WENDY WARREN (*Gen. Foods)			Thomas
LSA	12.15	SBC	Weather Report & CL	SBC	Thomas	
CC	12.15	N	AUNT JENNY (*Lever Bros.)			Crane
LCAET	12.30	H	*Bon Ami #8 & LSA Pgm. Ann. & CL	Tindel	Crane	
CC	12.30	N	HELEN TRENT (*Amer. Home Prods.)			Crane

SHEET NO. 3

WCAU DAILY PROGRAM SHEET

DAY FRIDAY DATE APRIL 7,1950

TYPE	TIME	STUDIO	PROGRAM	STUDIO TECH.	ANNOUNCER	STAND BY OR CALL LETTERS
CC	12.45	N	OUR GAL SUNDAY (*Amer.Home Prods.)			Walton
LCAET	1.00	H	Kools #2 *Brown & Williamson & CL	Tindel	Walton	
CC	1.00	N	B IG SISTER (*P&G)			Walton
CC	1.15	N	MA PERKINS(*P&G)			Walton
LCAET	1.30	H	Yellow Cab Man #6-live tie in *MGM & LSA Pgm.Ann. & CL	Tindel	Walton	
CC	1.30	N	DR.MALONE (*P&G)			Walton
CC	1.45	N	GUIDING LIGHT (*P&G)			Walton
LSA	2.00	SBC	Pgm.Ann. & CL	SBC	Walton	
CC	2.00	N	SECOND MRS.BURTON (*Gen.Foods)			Taylor
LSAB	2.15	SBC	Bulletin & CL	SBC	Taylor	
CC	2.15	N	PERRY MASON (*P&G)			Walton
LCAET	2.30	H	Ipana #2 *Bristol Myers & LSA Pgm. Ann. & CL	Harte	Walton	
CC	2.30	N	NORA DRAKE (*Toni)			Taylor
LCAET	2.45	H	Royal #9 *Standard Brands & LSA Pgm. Ann. & CL	Harte	Taylor	
CC	2.45	N	BRIGHTER DAY (*P&G)			Walton
LCAET	3.00	H	Shelvador #9 *Crosley & CL	Harte	Walton	
CC	3.00	N	NONA FROM NOWHERE (*B.T.Babbitt)			Crane
LCAET	3.15	H	LaFrance #2 *Gen.Foods & LSA Pgm. Ann. & CL	Harte	Crane	
CC	3.15	N	HILLTOP HOUSE (*Miles Lab.)			Walton
LCAET	3.30	H	Supersuds #[illegible] *Colgate & LSA Pgm.Ann. & CL	Harte	Walton	
LCT	3.30	R	For Women Only ET Theme-Open & close Snowcrop *Clinton Industries *Calif Lima Beans *Eclipse *Doeskin	Wolfe	Taylor	
CC	3.30	N	HOUSEPARTY & CEDRIC ADAMS(*Pillsbury) WCAU NOT TAKING-PUMP RECORDING ROOM TO 4:00 PM	Johnson cut		
LSA	3.55	SBC	Zoo & CL	SBC	Crane	
LCT	3.55	H	News (*Metropolitan)	Lynch	Shaw	
LSAB	4.00	SBC	Bulletin & CL	SBC	Crane	
CCETD	4.00	T	Houseparty & Cedric Adams(*Pillsbury)	Whelan	Walton	

SHEET NO. 4

WCAU DAILY PROGRAM SHEET

DAY FRIDAY DATE APRIL 7,1950

TYPE	TIME	STUDIO	PROGRAM	STUDIO TECH.	ANNOUNCER	STAND BY OR CALL LETTERS
CC	4.00	N	STRIKE IT RICH (*Colgate) WCAU NOT TAKING-PUMP RECORDING ROOM TO 4:30 PM Kane cut			
LSA	4.30	SBC	Easter Parade & CL	SBC	Taylor	
LC	4.30	R	Housewives Protective League LCA Quaker Sugar *Penn Sugar	Harte	Crane	
LSA	4.55	SBC	Pgm.Ann. & CL	SBC	Walton	
LCT	4.55	H	News (*Muellers)	Lynch	Shaw	
			MCILVAIN-NIGHT MANAGER			
LSAB	5.00	SBC	Bulletin & CL	SBC	Walton	
CCETD	5.00	T	Strike It Rich (*Colgate)	Chew	Taylor	
	5.00	R	Housewives Protective League-WCAU Not Taking-Pump WCBS Via Spare Trans Loop to 5:30 PM	Harte	Trent	
LCAET	5.30	H	Bromo Quinine #2-C *Groves & CL	Kavafes	Crane	
CCETD	5.30	H	Arthur Godfrey (*Wildroot)	Kavafes	Crane	
LCA	5.45	SBC	*Pensupreme Ice Cream & LSA Pgm. Ann. & CL	SBC	Taylor	
CC	5.45	N	CURT MASSEY (*Miles Lab.)			Walton
LSAB	6.00	SBC	Bulletin & CL	SBC	Walton	
LCT	6.00	R	Fred Maness (*Studebaker)	Lynch	Taylor	610
LSET	6.10	T	This Was the Day LSA Easter Seals	Harte	Walton	
LCAET	6.15	H	*Armour Vertagreen #6 & LSA Pgm. Ann. & CL	Wolfe	Reid	
LCT	6.15	R	Sports (*Howard Clothes) ET Jingle #1	Lynch	Taylor	625
LCT	6.25	T	Weatherman (*Western Savings) ET Theme-Open & close	Harte	Walton	
LSA	6.30	T	Pgm.Ann. & CL	Harte	Walton	
LCET	6.30	D	Mike Mysteries LCET Ladies Home Journal #5 *Curtis LCET *Household #8-live tie in	Chew(535)	Reid	
LCAET	6.45	H	Camels #1 *R.J.Reynolds & CL	Wolfe	Walton	
CC	6.45	N	LOWELL THOMAS(*P&G)			Reid
LCAET	7.00	H	"Third Man" #6-live tie in *Warner Bros & CL	Whelan	Reid	
CC	7.00	N	BEULAH (*P&G)			Walton
LCAET	7.15	H	*C.Schmidt #4 & CL	Whelan	Walton	
CC	7.15	N	JACK SMITH (*P&G)			Walton

SHEET No. 5

WCAU DAILY PROGRAM SHEET

DAY FRIDAY DATE APRIL 7,1950

TYPE	TIME	STUDIO	PROGRAM	STUDIO TECH.	ANNOUNCER	STAND BY OR CALL LETTERS
LCAET	7.30	H	Spud #5 *Phillip Morris & CL	Whelan	Walton	
CC	7.30	N	CLUB 15 (*Campbell)			Reid
CC	7.45	N	EDWARD R.MURROW (*Campbell)			Reid
LCA	8.00	SBC	*Breyer & CL	SBC	Reid	
CS	8.00	N	THE SHOW GOES ON			Taylor
LCA	8.30$ (Approx.)	SBC	*Freihofer & CL	SBC	Taylor	
LCA	8.30 (Approx.)	SBC	*Bulova Time	SBC	Taylor	
CS	8.30(CONTD)	N	THE SHOW GOES ON			Reid
LCA	9.00$	SBC	*Beechnut & CL	SBC	Reid	
LCA	9.00	SBC	*Bulova	SBC	Reid	
CS	9.00	N	UP FOR PAROLE			Reid
LCAET	9.30	H	Ivory Flakes#7 *P&G & LSA Pgm. Ann. & CL	Wolfe	Reid	
CS	9.30	N	BROADWAY IS MY BEAT			Taylor
LCA	10.00	SBC	*Breyer & CL	SBC	Taylor	
CS	10.00	N	ESCAPE			Taylor
LSA	10.30$	SBC	Pgm.Ann. & CL	SBC	Taylor	
LCA	10.30	SBC	*Bulova Time	SBC	Taylor	
LC	10,30	F	Quartet Songs of Yesteryear(*Gretz) (Pump Recording	Harte	Walton Room-Whelan cut)	
CS	10.30	N	CASE OF THE FLYING SAUCER-WCAU NOT TAKING-PUMP RECORDING ROOM TO 11:00 PM	Wolfe	- cut	
LSA	10.45	H	Pgm.Ann. & CL	Lynch	Reid	
LSETD	10.45	H	In Person with Charles Shaw	Lynch	Reid	
LSAB	11.00$	H	Bulletin & CL	Lynch	Reid	
LCT	11.00	R	News (*Federal Savings)	Whelan	Taylor	
LSA	11.10	T	Call Letters	Wolfe	Reid	
LST	11.10	T	Sports	Wolfe	Reid	
LSA	11.15	T	Pgm.Ann. & CL	Wolfe	Reid	
LCT	11.15	H	Powers Gouraud (*Yellow Cab)	Lynch	Walton	1125
LSET	11.25	T	Lenten Bible Readings	Wolfe	Reid	1130
LSR	11.30	R	Stay Up with Sears	Whelan	Sears	
LCAET	12.00$	R	Riding High #9-live tie in *Paramount & CL	Whelan	Reid	
LST	12.00	R	News & Weather Report (LSA Coverage)	Whelan	Reid	1205

SHEET No. 6

WCAU DAILY PROGRAM SHEET

DAY FRIDAY DATE APRIL 7,1950

TYPE	TIME	STUDIO	PROGRAM	STUDIO TECH.	ANNOUNCER	STAND BY OR CALL LETTERS
CS	12.05	N	RAY ANTHONY ORCH.			Reid
CS	12.30	N	LARRY FOTINEORCH.			Reid
CS	1.00	N	NEWS			Reid
LSA	1.05	SBC	Missing persons time-Star Spangled Banner & LSA Weather Report	SBC	Reid	

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Tindel	930-1030	445-145
MCR	1045-1145(Tindel)	
Joffe	11-12	600-300
Johnson	130-230	830-530
McCabe	1115-1215	815-515
Kavafes	1-2	930-630
Kane	215-315	930-630
Harte	7-8	200-1100
Lynch	7-8	230-1130
Wolfe	7-8	230-1130
MCR	7-8(Chew)	
Whelan	8-9	315-1215
Chew	8-9	415-115
Martin	2-3	1030-730
Hart	1-2	500-200
Thomas	730-830	645-345
Crane	130-230	845-545
Walton	8-9	1245-945
Taylor	645-745	115-1015
Reid	415-515	415-115

McCabe, Scott & Crane in "X" 1:00-1:30 PM For Cinderella Weekend Recording-Johnson cut

Kane in Recording Room 1:30-2:00 PM for Career Forum recording(MCR Patch WCAU TV Audio Lines

Tape Recording for Mr.Charest 4:30-5:30 PM -Wolfe in "D"-Johnson cut

In Person with Charles Shaw recording 10:00 AM to 12:00 Noon-Kavafes in "D" Crane in "D"-11:30-12:00 Noon-Johnson cut between 11:30 & 12:00 Noon

Announcements to be given over WCAU TV

9:10 AM SBC Thomas
9:20 AM SBC Thbmas
9:50 AM SBC Crane
10:20AM SBC Hart
10:50AM SBC Crane
11:10 AM SBC Thomas
11:50AM SBC Thomas
12:10 PM SBC Hart

EMERGENCY SHEET

8-815AMCBS World News Roundup-9-915AM CBS News of America-915-10AM Barnyard Follies-10-1015 AM Music Please 430-455 PM Treasury Bandstand 455-5 PM News-5-530 PM St.Louis Matinee 530-545 PM Hugo Malan Orch.-615-630 PM You & 11-1110 PM The World Tonight-1115-1130 PM Billy Bishop-1130-12-Billy McDonald-12-1205 AM News